

ANALYSIS OF BUSINESS FEASIBILITY STUDY ON SPICYEDIA MSME DEVELOPMENT

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ABSTRACT

The purpose of this study is to determine the business feasibility of the Spicyedia UMKM. The method used in this research is qualitative and quantitative with analysis of 7 aspects studies appropriateness business Which covers aspect law, aspect marketing, aspect technical, social economic aspects, management/organizational aspects, environmental aspects and financial aspects. The technique of collecting data in this study is by observing objects at the company, documentation, and direct interviews with the parties concerned. Results analysis aspect law state that Not yet worthy, whereas For 6 aspect other show results Which positive that business Which done by UMKM Spicyedia is worth doing.

Keywords: Feasibility, Study, Aspects, SMEs

INTRODUCTION

In this era, business development and competition is increasing rapidly where currently various types of businesses can be found, of course, each business actor offers its products with superiority And its uniqueness. Matter This showing that competition business is getting complex so that para perpetrator business must can think creative Also innovative to show the superiority of the products offered as well as differentiation or product differentiation in order to remain competitive with other business actors. Not only in big companies However Also on Business Micro Small And Intermediate (UMKM), Where MSMEs has an important role and has a great influence on the country's economic growth, especially in Indonesia.

The role of MSMEs which contribute to supporting the national economy is very important because in addition to being able to encourage national economic growth it can also create new jobs and encourage export growth. Micro, Small and Medium Enterprises (MSMEs) have great potential if managed and developed properly. In matter This naturally there is factors Which can determine something business successful or not, for example in making decisions must be based on good calculations you cannot just rely on instinct. Therefore, it is necessary to conduct a business feasibility study to assess whether a business is feasible or not.

A business feasibility study (SKB) is an activity that is carried out to analyze more deeply about a business or business being run, which will later draw conclusions regarding whether or not a business venture is feasible. Feasibility study business very important in continuity something business in Century Which will coming, because a business feasibility study is useful for calculating the possibility of whether a business can compete and survive with other business competitors.

By conducting a feasibility study on a business, it can avoid losses where the business feasibility study aims to estimate the possible profits and losses of a business venture in the future. Second, facilitating planning where the business feasibility study helps business actors in analyzing and planning all business activity plans. Third, facilitating the implementation of work that helps actors business in carry out program nor policy Which felt will profitable. Fourth, facilitating supervision and control because in an effort supervision and control must be carried out on an ongoing basis. Because If No, will impact for health environment nor problem social other.

LITERATURE REVIEW

Business Feasibility Study

According to Kasmir and Jakfar (2012: 7) a business feasibility study is an activity used to study in detail about a business or business that is running, in order to determine whether or not a business is feasible to run.

Aspects of Business Feasibility Study Legal Aspect

According to Sulyanto (2010) aspect law is provision law Which must fulfilled before starting a business. In the legal aspect, it discusses the validity and completeness of documents owned by the company, the form of business entity and also the permits it has. The completeness and validity of documents is important because it is a legal basis that must be owned if problems arise in the future (Kasmir, 2003:16).

Market and Marketing Aspects

According to Suntoyo (2014:32) marketing is system from activity business Which designed for planning and pricing, promotion and distribution of goods that can meet consumer desires, achieve target markets, and company goals. According to Kasmir & Jakfar (2013: 16) the marketing aspect of a business feasibility study is used to assess how much market potential exists for the products offered and how much market share is controlled by competitors.

Technical Aspect

According to Kamaluddin (2004: 27) Technical aspects are aspects related to the technical and operational process of the physical development of the business after the physical building of the business has been completed. In the technical aspect includes business location, business layout.

Management/Organization Aspect

According to Kasmir & Jakfar (2013:17) in the management/organizational aspect that is assessed is the manager business And structure organization Which There is in company the.

Project is said to be successful if it is carried out by a professional person starting from planning, implementing, to controlling if there is a deviation.

Social Economic Aspects

According to Kasmir & Jakfar (2013: 17) research in the social economic aspect is to see how much influence is generated when the project is carried out. The influence that this creates is of course on the economy in general and its impact on society as a whole.

Environmental impact aspect

According to Kasmir Kasmir & Jakfar (2013: 17) an analysis of environmental impacts is most needed at this time, because every ongoing project has a large impact on environment Good to land, water, nor air Which on Finally impact on living things.

Financial aspect

According to Fahmi (2014: 145) in the financial aspect it is carried out to finance what will be issued and how much will be spent. Analysis on the financial aspect, namely evaluating and determining the rupiah unit for aspects that are considered appropriate from the decisions made in the business analysis stage (Sofyan, 2004: 105)

SWOT analysis

According to Freddy (2013), SWOT analysis is an analytical activity based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats.

METHODS

Study This done in MSMEs Spicypedia Which is at in Road Park Safari No.45 Sukorejo, Pasuruan. This business feasibility study on Spicypedia uses an analytical method quantitative And qualitative. Method quantitative used in calculation on financial aspects that calculate production costs, revenue, profit and loss, and Break Event Point (BEP) for 5 months. As well as 6 other aspects using qualitative methods. These six aspects include technical and technological aspects, economic and social aspects, legal aspects, marketing aspects, management and organizational aspects, and environmental aspects. In this study using 3

techniques to collect data, namely by observation is used to see directly the objects in the company, documentation is used by looking data company Which relate with study, And interview Which conducted by asking and answering directly to the parties concerned.

DISCUSSION

Technical and Technological Aspects

a. Project location

The project we are researching is located on Jalan Taman Safari 2, RT 01RW 01 Kec. Sukorejo Regency. Pasuruan, specifically in House founders Spicypedia Which process various kinds of spicy snacks.

1. Population Conditions

The majority of the surrounding population in Sukorejo District make a living as traders because it is close to the Taman Safari Indonesia II tourist attraction. Therefore, this condition is used by business owners to sell their products.

2. Spicypedia State of Business

Spicypedia is an MSME founded by Helmi Artikasari in 2021 which is located in Pasuruan City. This MSME is engaged in processing such as Kripsus (Intestinal Chips), Kripca (Glass Chips) as well as various processed frozen food such as Boci (Bakso Aci) and sells at e-commerce shopee and has sent its products to all regions of the archipelago.

b. Spicypedia Business Production

The production process of this business is the first to carry out quality control, quality control on raw materials to suppliers after that, quality control is carried out again when the goods arrive at the place so that when there are raw materials that are not suitable for production, they can be returned. This is done in order to maintain the quality of raw materials to be processed or produced. Then the fish meatballs are processed and processed according to standards. Then fry using quality oil. Using quality oil can produce premium products because of the quality assurance monitoring process starting from raw materials to finished products.

c. Criteria for Selection of Facilities and Infrastructure

1. Spicypedia UMKM Business Facilities

Spicypedia UMKM uses production facilities such as frying pans, stoves, spatulas, plastic sealer machines, scales, product storage containers/containers, packing tools such as isolation dispensers, freezers, and cutting tools such as knives/scissors.

2. Spicypedia MSME Business Infrastructure

The Spicypedia production house is located at Jalan Taman Safari 2, RT 01RW 01 Kec. Sukorejo Kab. Pasuruan, at the home of the Spicypedia founder to be precise.

d. Production Process

Ingredients :

- Kg of raw materials such as fish balls, dumpling skins, chicken intestines, glass chips
- Spice
- Dry chili
- Lime leaves
- Cooking oil

How to make spicy snacks

1. Cut raw materials. Fry until it becomes crispy or dry.
2. Drain the raw materials until dry so they don't store a lot of oil.
3. Heat the oil, sauté the spices. Turn off the stove then add the dried chilies.
4. Mix the spices with the raw materials until the spices are evenly distributed.
5. Maintain the cleanliness of raw materials when they are processed until the fruit frying process is carried out. Available in several production capacities, so this vacuum frying machine will also adapt to business needs.

6. Pack spicypedia snacks according to what the customer wants.

e. Type of Technology Proposed

The equipment we propose for SMEs is an automatic cutting machine, an automatic mixing machine. This product is proposed to speed up the production process so that when customer demand is high the production process can be more effective and the time required is more efficient.

Economic and Social Aspects

Basically, in the economic aspect, what is seen is how a business contributes to the surrounding environment. With the opening of the Spicypedia business, it has a good economic impact on the community because in this case the Spicypedia business provides job opportunities to the community and provides business opportunities (entrepreneurship) so that if it is opened on a larger scale it will accommodate the workforce and have an effect on economic growth. in this case a business is said to be feasible to run if the business has a positive contribution to society.

Furthermore analysis social done For know impact Which generated from the existence of a business project to be established, based on social analysis the business project should have social benefits that can be accepted by the community, such as:

- a. Opening new jobs
- b. Improving the community's economy

Based on this, it can be concluded that the social aspect, with the effort ummm spicypedia give impact real from facet social And economy ie By establishing the Spicypedia Umkm business, it creates jobs and opens up fields work. Furthermore in aspect social And economy product Which offered by spicypedia has benefits for Indonesian people in general.

Legal Aspect

a. Business Compatibility Analysis with Law

Spicypedia is an individual business, where the business location is not too big And business This Still say Not yet long. Spicypedia This own 2 person that employee own task as packing And production. Spicypedia Not yet own permission a complete business, because the location is your own house so you don't need a rental permit.

In terms of the products produced, they do not violate the law, because the materials used are not at risk and there are not ingredients that contain haram.

b. Analysis of Ability to Fulfill Licensing

Spicypedia can fulfill permits by applying for a trading business license (SIUP), because obtaining a SIUP is very easy and for a fee Which relatively cheap. Following conditions Which must fulfilled For obtain individual SIUP:

1. Photocopy of the owner's KTP
2. Copy of NPWP (if any)
3. Certificate of domicile/SITU
4. Company balance sheet
5. 6000 stamp duty

Marketing Aspect

Aspect marketing on MSMEs Spicypedia can analyzed with a number of marketing mix indicators, namely:

a. Product Strategy

Spicypedia have various type product that is Basreng (Meatbell Fry) And Crisps (Cryptic dumplings), cryptus (Cryptic Intestines), Kripcha (Cryptic Glass) as well as various processed frozen food like Boci (Meatball true) Which own various variant flavor. The product strategy used by Spicypedia is to use quality raw materials, namely processed Spicypedia products using natural ingredients and no preservatives. Furthermore packaging product Spicypedia light, so that easy For taken anywhere and can be enjoyed at any time. Finally, strategy products with branding, namely "Spicypedia" with the logo from Spicypedia included on the packaging of each product from Spicypedia.

b. Pricing Strategy

Determination price product on Spicypedia has analyzed the goal that is, with that price affordable with quality product Which naturally own characteristic typical as well as No lose

competitiveness with product similar other. Price Which set Spicypedia that is range prices start from Rp. 9000.- up to Rp. 60,000.- with various product size variants.

Based on observations compared to competitors who sell products similar to Spicypedia, the product prices offered by Spicypedia are cheaper than the prices offered by competitors. Therefore, with low and affordable prices for all people, this business can be said to be feasible.

c. Distribution Strategy

Channel distribution product Spicypedia done in a manner direct At home production, which is located at Jalan Taman Safari 2, RT 01 RW 01 Kec. Sukorejo Kab. Pasuruan, at the home of the Spicypedia founder to be precise. Spicypedia has distributor partners or reseller agendas and dropshippers for help market their products. Spicypedia's marketing system is carried out using social media and e-commerce such as Shopee, Tokopedia, Instagram and WhatsApp Messenger.

d. Promotion

The beginning of the establishment of this business is still a lot of people who do not know. Sales also only use WhatsApp and word of mouth or word of mouth communication. Based on the results of the analysis of the marketing aspect, it can be concluded that the business feasibility of the Spicypedia MSME shows that it is feasible enough to be developed by looking at the development of sales from small to large.

Management and Organizational Aspects

a. Planning

1. Planning Approach

UMKM Spicypedia uses a top-down approach in making a plan. This means that business planning is done by organizational leader. For employee only carry out things Which has planned by the owner.

2. The length of time and level of management

Spicypedia UMKM implements short-term planning in the application of a business plan. For the MSME management level, Spicypedia applies operational planning that is specific and short term. Operational planning at Spicypedia UMKM is more directed to the functional areas of business in carrying out daily business activities.

3. Side of the work program

MSMEs Spicypedia try carry out activity production For achieve the targets and turnover that has been set. UMKM Spicypedia also predicts an increase in the number of employees in the future, so that the required work specifications are needed.

b. Organizing

1. Organizing step

Objective MSMEs Spicypedia is get profit Which big by giving satisfaction maximum to consumers. For That MSMEs Spicypedia can find opportunities to meet customer needs and satisfaction through quality products produced and good service.

2. Organizational Structure

The Spicypedia MSME organizational structure is arranged in a simple manner, where the owner business is at in position most on as leader business the. Then underneath it is followed by employees as executors of predetermined activities such as the production section and the packing section.

3. Movement (Actuating)

The owner of the Spicypedia UMKM tries to use his power in an effective manner positive, meaning that the owner provides direction and motivation to employees to always be able to work well and be able to satisfy customers with the products that have been produced.

4. Supervision (Controlling)

Supervision carried out by UMKM Spicypedia aims to ensure activity Which has held is in accordance with Which has planned. UMKM Spicypedia applies a supervisory method that is flexible so that supervision can be carried out at any time along with solutions and evaluations.

UMKM Spicypedia implements monitoring reports so that if there are irregularities, corrective action can be taken for errors that occur.

The Spicypedia MSME business has fulfilled 4 functions in the management aspect which includes planning, organizing, movement and supervision. Besides that, the availability of labor within the company also has specifications in the division of tasks so that there is no overlapping in the implementation of work. The organizational structure in UMKM Spicypedia is also clear, namely it is arranged in a simple manner, where the business owner is in the top position as the leader of the business. Then underneath it is followed by para employee as executor activity Which has determined So can it was concluded that based on the business management aspects of the Spicypedia MSME it was said to be feasible.

Envioronmental Aspect

a. Economic remote environment

Majority resident Village Sukorejo Work as employee private And laborer factory. With the Spicypedia business, it is hoped that there will be new job opportunities for residents who have not yet or are looking for work, which will later be placed according to individual's capabilities. This can provide benefits for public around Because public get work as well as give economic effect to other sectors.

b. Ecological remote environment

Thereats to the ecology are mainly caused by human activities resulting from the industrial activities of the community. Therefore, as a business actor, you are required to consider the ecological situation in the surrounding area so that the area is not polluted by the presence of waste from the production of this business. In the production process This Not contain material chemistry Which dangerous. Perpetrator business using natural ingredients such as flour, chili, Leaves and so on so that it does not require handling before being disposed of.

Financial Aspect

a. Source of funds

Fund Which used is fund Alone from owner business without loan from the other side. The funds are allocated to meet business operational needs.

b. Production Cost Projection

N	DESC	TOTAL (IDR)
1	Raw Material Costs	12,234,000
2	Cost of auxiliary materials	7,539,000
3	Labor costs	5,000,000
4	Operating costs	
	Electricity cost	100,000
	TOT	32,795,000

c. Revenue Projection

N0	TYPES OF PRODUCTS	QUANTITY (pcs)	TOTAL SALES (Rp)
1	Basreng (5 months)	6	21,469,000
2	Crisp (5 months)	4	11,388,000
3	Crypsus (4 months)	3	13,084,000
4	Kripcha (3 months)	3	12,059,000
5	Baso Aci (1 month)	1	3,725,000
	TOTAL INCOME	19	61,725,000

d. Profit and Loss Projection

DESC	TOTAL (IDR)	TOTAL (IDR)
Sale		61,725,000
Variable Cost:		
Production cost	19,527,	
Operating costs	4,000,	
Total Variable Cost		23,527,000

Contribution Margins		31,762,000
Fixed cost:		
Production cost	9,268,	
Operational Costs	8,175,	
Total Fixed Costs		17,443,000
Net Profit of Business		16.319.00

SWOT ANALYSIS

a. Strength

1. Process business Which done spicypedia succeed run. Can proven with thousands of snacks sold since Spicypedia was founded, which is 2021. Spicypedia has also made deliveries outside the island, such as to Sumatra, Sulawesi, Kalimantan, Bali and Papua.
2. Spicypedia own source Power man Which own knowledge And Education that qualified. As well as compactness team Which Good so that can realize vision and the spicypedia mission together.
3. Spicypedia own characteristic typical flavor Which very liked customer, spice which is given does not make a sore throat like spicy seasonings in general. The attractive Spicypedia *packaging also has a bigger impact on Spicypedia's sales.*

b. Weaknesses

1. Lack of promotional methods such as *live tiktok* which is currently rife.
2. Process business Which sometimes Still become obstacle ie acquisition material raw ones often run out so that cause taking material raw on other manufacturers with different product quality.

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2. Process business Which sometimes Still become obstacle ie acquisition material raw ones often run out so that cause taking material raw on other manufacturers with different product quality.

3. Lack equipment advanced Which very needed in process production spicypedia snack, thereby slowing down worker performance.

c. Opportunities

1. Rise business culinary food spicy Which Also very preferred by Lots people, so this is a pretty big opportunity,

2. Customers' preference for spicy food with various variations

3. Easy sales, on online and offline platforms

d. Threats

1. Many competitors with similar products that have loyal customers

2. Preparation of financial reports that have not used accounting *software* .

3. The less well-known spicypedia products are on viral *platforms like tiktok*. So that people don't have *brand trust* in spicypedia.

CONCLUSION

In this section, the author presents brief conclusions from the results of research with suggestions for advanced researchers or general readers. A conclusion may review the main points of the paper, do not replicate the abstract as the conclusion.

Not only does the author write down the major flaws and limitations of the study, which can reduce the validity of the writing, thus raising questions from the readers (whether, or in what way), the limits in his studies may have affected the results and conclusions. Limitations require critical judgment and interpretation of their impact. The author should provide the answer to the question: is this a problem with error, method, validity, and or otherwise?

Writing an academic article is a challenging but very fulfilling endeavor. Hopefully, the guidelines presented here will enable you to write your first academic article with relative ease. Students, however, often underestimate the time required to produce a “polished” first effort. You cannot write a proper research article in a weekend or even a week. It is, therefore, extremely important to allow yourself enough time—at least three to four weeks—to work on the successive draft.

It can be concluded that the social aspect, with the existence of the Spicypedia MSME business provides impact real from facet social And economy ie with established Spicypedia's MSME businesses create jobs and create jobs and the products offered have benefits for Indonesian people in general. It can be concluded that based on the business management aspect, Spicypedia's UMKM is said to be feasible.

c. Legal Aspect

Spicypedia does not yet have a complete business license, because the location where it is located is your own house so you don't need a permit to rent a place.

d. Market and Marketing Aspects

Based on results analysis aspect marketing so can taken conclusion regarding the business feasibility of the Spicypedia MSMEs that the marketing aspect carried out by Spicypedia shows that it is feasible enough to be developed by looking at the development of sales from small to larger.

e. Management & Organizational Aspects

It can be concluded that based on the business management aspect, Spicypedia UMKM is said to be feasible because the availability of labor in the company has a division of tasks and already has a clear organizational structure.

f. Environmental Aspect

Activity Which done Spicypedia Of course will raises impact Which Good and bad. So it is necessary to do an environmental analysis so as to minimize the impact bad Which generated And look for impact Good Which can utilized.

2. Results analysis from aspect finance show business from MSMEs Spicypedia This is said to be feasible because it is calculated based on the BEP formula. Spicypedia for 5 months shows that there is no loss, because it has been proven by making good BEP sales results.

Which can made input for MSMEs Spicypedia And For study next are as follows:

1. Necessary done management aspect law from MSMEs Spicypedia Because in this aspect does not yet have a complete permit business in order to minimize the company's business risks that occur in the future.
2. Deep aspect environment need done analysis environment so that can minimize the bad impacts that arise and look for good impacts that can be utilized
3. Share researcher furthermore, should develop study This with analyze business development strategies so that ways to develop and maximize MSME development can be obtained.

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